Refining the Linux Elevator Pitch

- **Speaker**: Alex Byrne
  * **Room**: Room 340
  * **Time**: Fri Oct 23, 10:30 am – 10:50 am
- **Format**: Talk (20 min)
  * **Difficulty**: Beginner
  * **Track**: Community and Culture
  * **Additional Tags**: Outreach, Communication, Linux Adoption, FOSS
  * **Experience**: Youth Services Librarian with the Pierce County System and community advocate.

Description:

As technology duopolies flex their power and governments push for more invasive software requirements, interest in Linux as an alternative is growing. However, Linux still suffers from a reputation as a technical, scary, and complex operating system reserved for “nerds.” Common arguments—like pointing out that Android is based on Linux—often fail to break this image because they abstract away the very customization and control that make Linux valuable.

In this session, Alex Byrne leads a collaborative effort to build a better “elevator pitch” for Linux: a description that is short, accurate, and interest-piquing. The goal is to move beyond abstract discussions of FOSS/FLOSS and create a practical narrative that encourages non-technical people to try and stick with Linux.

Content Warning: This session contains unflattering stereotypes regarding Linux and its users.

Target Audience:

- Linux advocates and enthusiasts
  * Community organizers
  * Anyone who wants to effectively introduce non-technical friends or family to Linux

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